

Our Voice



The goal for our marketing and public relations approach should be conversational and customer-friendly, using plain language commonly understood by our customers and stakeholders.

- In all public relations documents:
- We are positive and professional
- We use active voice
- We write clearly and concisely
- We write with the intended audience in mind, minimizing the use of acronyms, jargon, etc.
- The correct brand names are: “South Dakota Department of Transportation” and “SDDOT”
- We write visually! Since today’s consumer is a “scanner”; we write in a style that accommodates that behavior. We get to the point quickly and make it easy for readers to pick out key pieces of information.



SDDOT’s mission, vision, and core values guide our messaging. Even more importantly, our end users’ wants and needs guide our messaging.

Our Logos



The SDDOT Logo



The Wordmark



The Icon



Color Palette



**Spearfish Formation Red**  
Process: 79/2/10/11  
Pantone PMS: 7624 C  
RGB: 117/17/19  
WebHex: 751113



**Missouri River Blue**  
Process: 85/52/29/6  
Pantone PMS: 7699 C  
RGB: 47/107/141  
WebHex: 2E6B8D



**South Dakota Sunflower Yellow**  
Process: 0/29/98/0  
Pantone PMS: 7408 C  
RGB: 253/186/23  
WebHex: FDBA17

Main Typefaces

**Calibri Light Bold**  
*(For Headings and Subheadings)*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Calibri  
*(For all body copy)*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890